

## What's Inside

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## Get Connected to Your Community!

### Join the New Lake Forest Chamber of Commerce

On January 28, 2010, over 150 local business owners came together to celebrate the formation of the Lake Forest Chamber of Commerce. The new chamber is an exciting milestone for the community, offering local businesses a dedicated resource focused on promoting business retention, growth, and expansion.

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## Lake Forest Economic Development Website



[www.lakeforestca.gov/econdev](http://www.lakeforestca.gov/econdev)

Need a new pair of shoes? Or a map to the closest frozen yogurt shop? Looking to start a new business? Wondering where you could locate? Well look no further! We've got all the information you need and more, just a click away, on the dynamic new Economic Development website. The redesigned website showcases the City's many amenities and business opportunities, highlighting why Lake Forest is the Natural Choice for Business. There's something for everyone – residents, business owners, and visitors alike!

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**Join Neighborhood Watch** See page 6 for more details.

## CITY MANAGER'S

*Message*

Lake Forest has a strong tradition of conservative fiscal management and planning. Like cities nationwide, however, we are continuing to feel the effects of the economy.

Every year we conduct a mid-year budget review, and this year cuts were made in recognition of declining revenues. Many of the cuts were kept in-house to capture cost savings while maintaining existing service levels, such as putting a freeze on all out-of-town, overnight travel. In addition, the City is holding off on filling certain existing vacancies. Part-time/temporary personnel and interns have been cut back, as well as training and education for staff.

Meanwhile, Lake Forest has and continues to:

1. Live within our means – For a city, this means carefully monitoring city expenditures.
2. Invest wisely – The City Council's investment policy, which dictates the types of investments held, is stricter than what state law allows. Investments are selected based upon safety first, liquidity second, and yield last. An independent Investment Oversight Reviewer inspects all City investments and reports her findings directly to the City Council each quarter.
3. Save for the proverbial "rainy day" – All City reserves are fully funded per the City's policy, including the emergency services reserve for providing services during a disaster, and the economic contingencies reserve so the City can withstand significant economic downturns due to economic conditions in our state and country.

For more information on City finances, visit the Lake Forest website at [www.lakeforestca.gov/depts/finance](http://www.lakeforestca.gov/depts/finance).

Sincerely,

*Robert C. Dunek*

Robert C. Dunek,  
City Manager

## Upcoming City Council Meeting Dates

City Council meetings are held on the first and third Tuesday of every month starting at 7:00 p.m.

- Tuesday, April 6
- Tuesday, April 20
- Tuesday, May 4
- Tuesday, May 18

## DON'T MAKE IT EASY



"Don't Make it Easy" is a visual crime prevention campaign. Most crimes that occur in Lake Forest are crimes of opportunity. There are simple things you can do to decrease the chance of becoming a victim of crime. We can tell you what we mean, but isn't it easier if we just show you?

For visuals detailing how to prevent vehicle theft, home theft, and identity theft, visit [http://www.lakeforestca.gov/Dont\\_Make\\_It\\_Easy](http://www.lakeforestca.gov/Dont_Make_It_Easy).



# Capital Improvement Projects Update:

## Rancho Parkway – Filling in the Gap!

You'll no longer have to take the long way around when heading to your favorite spots to shop and dine in Lake Forest. The Rancho Parkway extension will increase connectivity through the Portola Towne Centre area, west of the 241 Transportation Corridor between Bake Parkway and Lake Forest Drive. The City recently entered into an agreement with Psomas, an engineering firm, to prepare the final design and construction document for the Rancho Parkway extension, meaning the realization of the Rancho Parkway extension is just around the corner.

In addition to easing traffic congestion between Lake Forest Drive and Bake Parkway, the extension will improve access to the 241 and provide access to the future Sports Park. The design is scheduled to be completed in 2010, with construction expected to be completed in 2011. Construction funding will be requested from the Orange County Transportation Authority's Measure M funds. For more information on this project, contact 461-3480.



## Looking for a Pet? Visit Lake Forest Pet of the Week!

[www.lakeforestca.gov/pet\\_of\\_the\\_week](http://www.lakeforestca.gov/pet_of_the_week)

Visit the City's website to meet the Lake Forest "Pet of the Week!" The "Pet of the Week" is a joint effort between the City and OC Animal Care to find a forever home for adoptable Lake Forest animals. A new pet is featured each week, along with an update on the adoption status of the previous Pet of the Week.

Last year there were over 11,000 successful adoptions of dogs, cats and other animals from OC Animal Care. Visit [www.ocpetinfo.com](http://www.ocpetinfo.com) for more available animals that are in need of warm and loving homes. For more information, contact OC Animal Care at 249-5160 or visit them at [ocgov.com](http://ocgov.com).



## Lake Forest Economic Development Website

*(continued from page 1)*

Already home to such brand names as Oakley, Black & Decker, and Panasonic Avionics, Lake Forest has established itself as a premiere destination for national and international business. We've updated our Economic Development website to reflect our standing and enhance our visibility in the highly competitive national and global marketplace. The new look and feel of the website tell the story of a community that prides itself on being business friendly and embraces companies that choose Lake Forest.

Along with serving the needs of the business community, the new website brings a number of useful features to the fingertips of residents and visitors. Prospective business owners can search for available office space in the City through the Commercial Properties Now feature. The new Shop and Dine map provides you with everything you need to find one of the City's many new restaurants or exciting shopping opportunities.

So whether you're looking for a night out with the family, or for a location to expand or relocate your business, visit us today at [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com). If you would like your business featured on the Shop and Dine map, or have questions about starting or relocating your business, please e-mail your contact information to [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov) or call 461-3457.



## We Want to Sweep Your Entire Street...

Every car parked on the street means three car lengths can't be swept. Not only does this threaten your curb appeal, but it also means pollutants end up on our storm drains that eventually flow to our ocean. For more information, contact 461-3480.





## Lake Forest Chamber of Commerce *(continued from page 1)*



*Starting left standing:*  
Jerry Zechmeister,  
Mike Brenhaug,  
Dave Carter, Darren  
Whissen, Robert  
Brown, Jim Sparks

*Starting left sitting:*  
Jeremy Law, Mary Visconte,  
Margie Matsil, Deb Olson,  
Lisa Tooley, Diane Ealy,  
Kristen White, Jeff White

Historically, Lake Forest has been affiliated with the South Orange County Chamber of Commerce. However, the growth of Lake Forest's business community led to the opportunity to create a Lake Forest Chamber focused on the best interests of our city. A volunteer-led committee reached out to local businesses and found there was overwhelming support for the creation of an independent Chamber. "We had to respond to the feedback we were hearing. Over the years, there has been a steady increase in demand for a local organization, and finally it was the right time to form a Lake Forest Chamber," said inaugural Chamber President Darren Whissen.

The vision of the new Lake Forest Chamber of Commerce is to: (1) create unique networking and strategic partnering opportunities, (2) proactively market its member businesses throughout the Lake Forest community, and (3) offer opportunities for growth through professional development. In addition, the Chamber will organize a variety of special events in partnership with the City throughout the year. Featured events include career fairs, new business receptions, and the State of the City. The Chamber will also actively promote the City's Business Retention and Attraction Program, including programs such as Shop and Dine Lake Forest which encourages residents to support the community by keeping tax dollars local.

Be sure to look for upcoming opportunities to get connected to your community! For more information about how you can join the Chamber, visit [www.lakeforestcachamber.com](http://www.lakeforestcachamber.com).

## OCTA March 2010 Bus Service Change



The loss of state funding and declining sales tax revenue continue to impact bus operations. The Orange County Transportation Authority (OCTA) continues to try to serve the greatest number of passengers and provide the most efficient bus service possible with limited resources. However, due to lower levels of funding, OCTA has had to reduce bus service starting March 14, 2010.

Routes serving Lake Forest that are affected are Routes 82, 86, and 89.

These changes were made after reviewing responses from the public at community meetings, a public hearing and those submitted by phone and online. Bus Books will be available on buses and in schedule racks throughout the County in early March. For more information visit <http://www.octa.net/march2010impacts.aspx>.

## Dog License Amnesty April 1 – May 15, 2010



Is your dog licensed? If not, now is the time to do it! Licensing is good for you, your pet, and your community. In addition to ensuring dogs are vaccinated against rabies, licensing helps identify lost dogs – keeping them out of shelters – and is mandatory in Lake Forest.

To encourage licensing, from April 1 through May 15, all late fees and penalties on outstanding dog licenses will be waived. Under the amnesty program, dog owners will only have to pay one licensing fee. Licenses can be purchased at the shelter facility in Orange, by phone at 714-935-6848, or online at [ocpetinfo.com](http://ocpetinfo.com).

## Join Neighborhood Watch!

Neighborhood Watch is one of the most effective ways to prevent crime. This free program encourages residents to help neighbors by acting as extra eyes and ears for reporting crime. Members meet their neighbors, learn how to make their homes more secure, watch out for each other and the neighborhood, and report any suspicious activity to local law enforcement. If you are interested in joining, contact Crime Prevention Specialist Melisa Cavazos at 461-3546 or [mcavazos@ocsd.org](mailto:mcavazos@ocsd.org).



## Fair Housing Opportunity is the Law



The City of Lake Forest is committed to furthering fair housing practices in the community. If you or someone you know has a fair housing question or issue that needs to be addressed, please call the City's Housing Manager at 461-3471. The City cooperates with the Fair Housing Council of Orange County to eliminate discriminatory practices countywide. An impediment to fair housing opportunity is any policy or practice that denies or adversely affects the provision of housing to a person in any protected class.

## Water Wise—Prevent Pollution, Conserve Water, Save Money

Did you know that about 50 percent of water used in the home is used for outdoor irrigation? Over-irrigation can be a common occurrence. Being attentive to your irrigation system can conserve water, save money, and fight pollution. Consider this – a typical residential sprinkler can emit about one gallon a minute. If a lawn with 10 spray heads was over watered by 5 minutes each day, 50 gallons of water would be wasted every day!

Runoff from over-watering can be detrimental to the environment because runoff can pick up and transport pollutants such as motor oil, pesticides, pet wastes, and household chemicals, to the storm drain. The storm drain system conveys this polluted water to our local creeks, lakes, and beaches.

Eliminating over-irrigation fights pollution, saves money, and conserves our limited water resources. Here are some smart tips to reduce or eliminate over-irrigation runoff:

1. Turn off your irrigation system when it rains – use the rain delay on your controller.
2. Do not over-water. Most plants do not need to be watered everyday (especially lawns). Generally, reduce your sprinkler cycle length and increase the number of cycles. Use a water calculator at: <http://www.bewaterwise.com/calculator.html#pagestart>
3. Watch out for misdirected sprinklers – keep water on the plants, not the sidewalk or street. Also, periodically inspect and fix leaks.
4. For more tips and information, please visit <http://www.bewaterwise.com/>. In addition, check with your local water district (El Toro Water District, or Irvine Ranch Water District) for information and assistance.

## 24-Hour Water Pollution Hotline (877) 89-SPILL



*Remember, the Ocean  
Begins At Your Front Door*

For more information, contact  
the Public Works Department  
at: 461-3480

# Recreation/Events Calendar

## Spring 2010 (March, April, May)



### MARCH

#### Band Nights at the Skatepark 19

6 p.m.-10 p.m.  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$7.00 per person



#### Free Mammograms 26

8 a.m.-1 p.m.  
Lake Forest Community Center  
(25550 Commercentre Dr)  
Fee: Free  
For appointments call:  
YWCA North Orange County  
(714) 871-4488, ext 207

#### Bunny Blast: 27

"An Egg Wonderland!"  
11 a.m.-3 p.m.  
El Toro Park  
(23701 Los Alisos Blvd)  
Fee: Free  
(Nominal fee for games,  
activities, and food)



### APRIL

#### Spring Skate Egg Hunt at the Park 3

11 a.m.-1 p.m.  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$5.00 per person



#### Band Nights at the Skatepark 16

6 p.m.-10 p.m.  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$7.00 per person



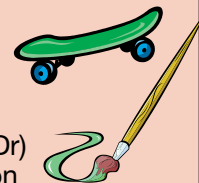
#### Sleepy Hollow Hike 17

9 a.m.-11:30 a.m.  
Concourse Park  
(18931 Saddleback Ranch Rd)  
Fee: \$5.00 per person  
(includes snack and  
bottled water)



#### Where Art Meets Skateboarding The Gathering - 30

6 p.m.-10 p.m.  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$5.00 per person



### MAY

#### Rancho Days Fiesta 2

11 a.m.-3 p.m.  
Heritage Hill Historical Park  
(25151 Serrano Rd)  
Fee: \$3 children  
(3-12 years)  
\$4 adults



#### Movies at the Skatepark 14

8 p.m.-10 p.m.  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$5.00 per person



#### Red Rock Canyon Hike 15

9 a.m.-12 p.m.  
Meet at Whiting Ranch,  
Borrego Entrance Parking Lot;  
Portola and Market St  
Fee: \$5.00 per person  
(includes snack and  
bottled water)  
Separate parking  
fee of \$3 per car



For more information on any of these activities,  
please contact Community Services at 461-3450.



Official City  
of Lake Forest  
Mascot

We have lots of fun summer  
activities coming your way!

Look for more info in your Summer *Leisure Times* at the end of April!





City of Lake Forest  
25550 Commercentre Drive  
Lake Forest, CA 92630

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## Important City Telephone Numbers



OC Animal Care . . . . . 249-5160  
Building Division . . . . . 461-3470  
Building Inspection. . . . 461-3468  
City Clerk . . . . . 461-3420  
City Council . . . . . 461-3420  
City Manager's Office . . . 461-3410  
Community  
Policing Center . . . . . 461-3530  
Employment Hotline . . . 461-3418  
Etnies Skatepark . . . . . 916-5871  
Graffiti Hotline . . . . . 461-3583  
Planning . . . . . 461-3491  
Public Works . . . . . 461-3480  
Recreation . . . . . 461-3450  
Redevelopment . . . . . 461-3567

### IMPORTANT CITY WEBSITES

City  
[www.lakeforestca.gov](http://www.lakeforestca.gov)  
Lake Forest Redevelopment Agency  
[www.thearbor.info](http://www.thearbor.info)  
Etnies Skatepark of Lake Forest  
[www.etniesskateparkoflakeforest.com](http://www.etniesskateparkoflakeforest.com)



The Leaflet is published by the City of Lake Forest and is distributed as a public service to the homes and businesses of the city. The City of Lake Forest welcomes your comments, suggestions and questions regarding The Leaflet. Please call or write:

Editor, The Leaflet  
City of Lake Forest  
25550 Commercentre Drive  
Lake Forest, CA 92630  
461-3400



[www.lakeforestca.gov](http://www.lakeforestca.gov)

## "EXPAND THE FOREST"

The Expand the Forest program allows members of the community to dedicate trees in memory of departed loved ones or to commemorate special occasions while encouraging the expansion of our urban forest. Trees are \$70 and are planted and maintained by the City. There are eight different species of approved trees which may be planted in almost any public property location, including City parks and green belts.

For more information, please call  
the Public Works Department at 461-3480.



SPONSORS	TREE SPECIES	LOCATION	DEDICATION
The Stewart Family	Magnolia Tree	Borrego Park	In Loving Memory of Cheryl Stewart
The Swingle Family	Coast Live Oak	Borrego Park	In Loving Memory of Charles Swingle

## Bunny Blast

Don't be late for this very important date!



Join us on Saturday, March 27 for Bunny Blast "An Egg Wonderland!" Enjoy a fun-filled event for the whole family with a day of activities including game booths, crafts, face painting, a balloon artist, and an egg scramble. Alice and her Wonderland friends will be there too!

Where: El Toro Park  
(23701 Los Alisos Blvd.)

When: 11:00 a.m. – 3:00 p.m.